

# **Will it work in the US?**

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Will it work in the US?

Yes

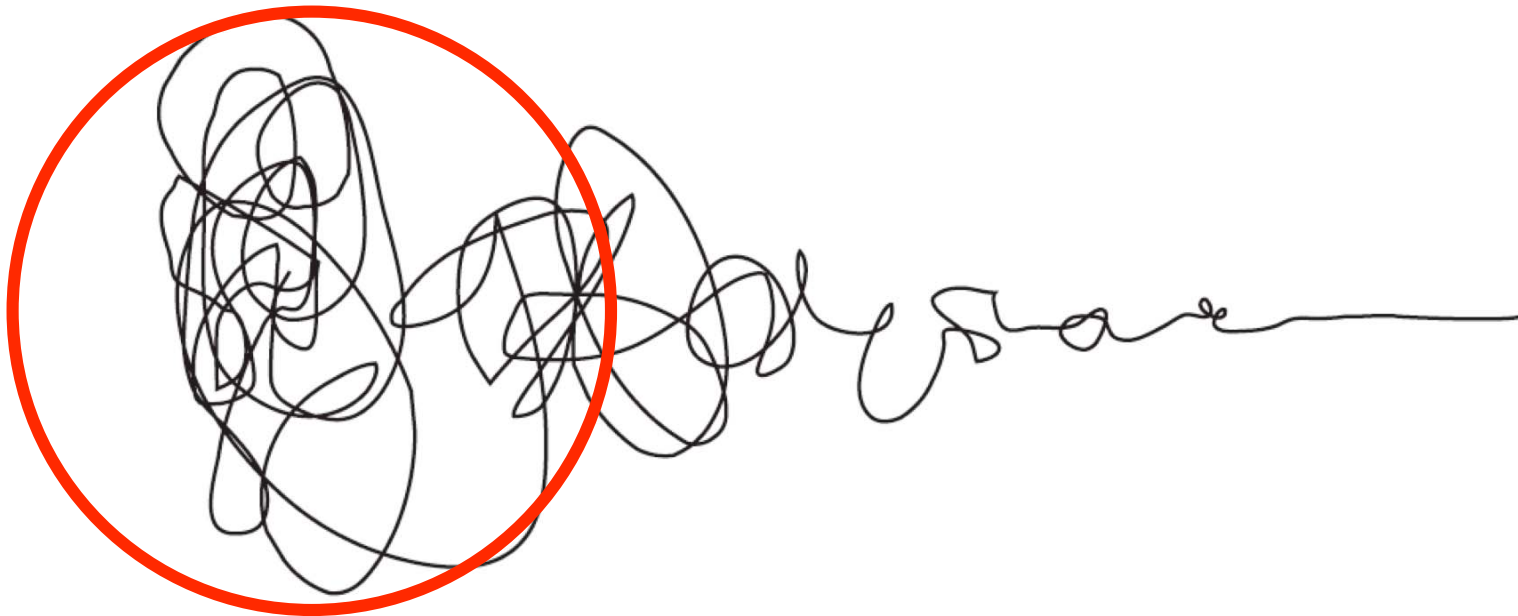
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Will it work in the US?

Yes, **but**

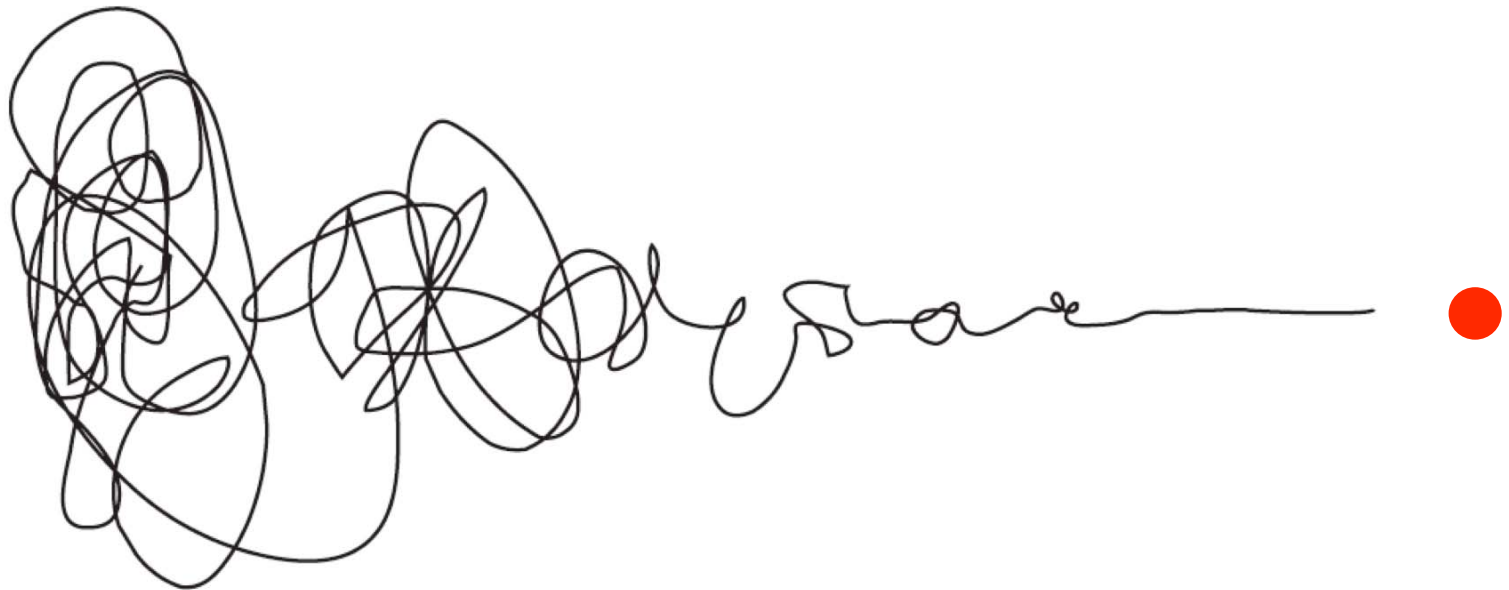
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Participatory design has a long history in Denmark.



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*Co-designing* and *co-creation* are buzzwords now in the US.



We have organizations such as the IRB (Institutional Review Board) and HIPAA (Health Insurance Portability and Accountability Act) that will get in the way of improvisational explorations in people's everyday lives.

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The US marketplace is based on competition and not cooperation.

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The relationship between business and higher education is generally not one of respect and mutual learning.



The business community now thinks they own and can teach *design thinking*.

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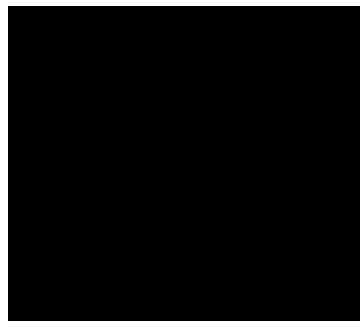
# Will it work in the US?

Yes, and here are a few signs.

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# From practice: Healthcare design and delivery

environment

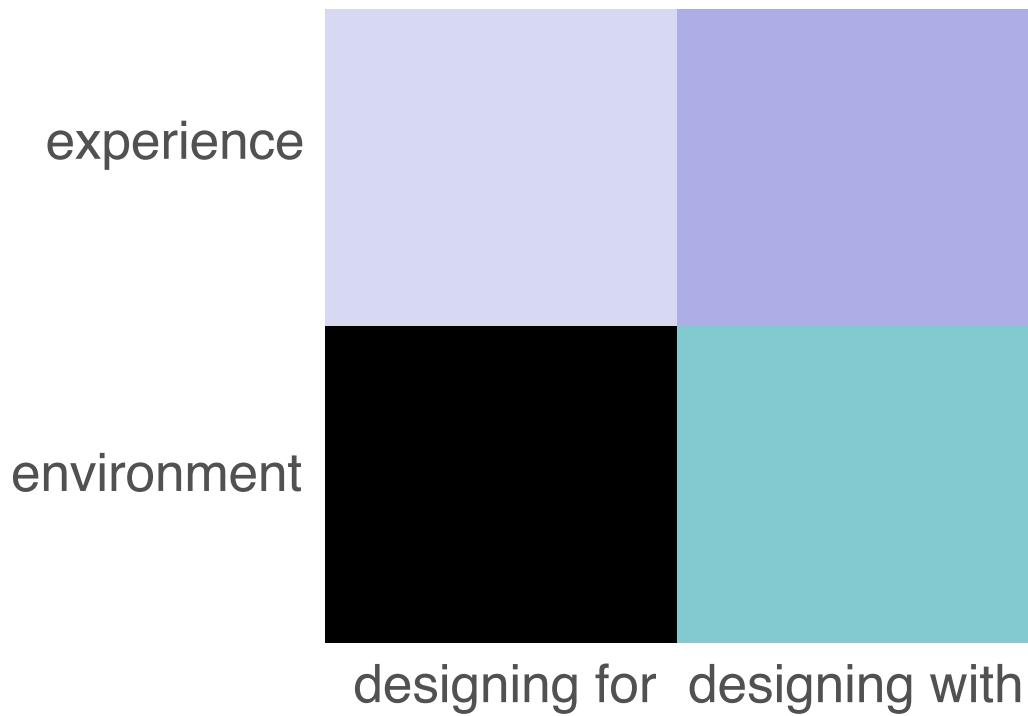


designing for

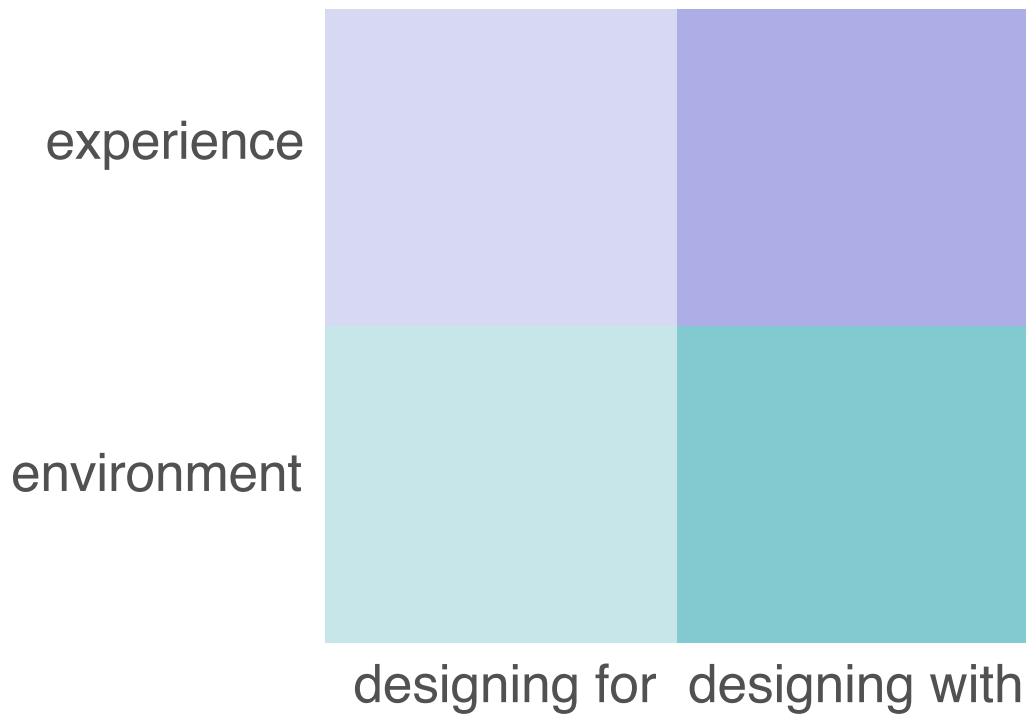
# From practice: Healthcare design and delivery



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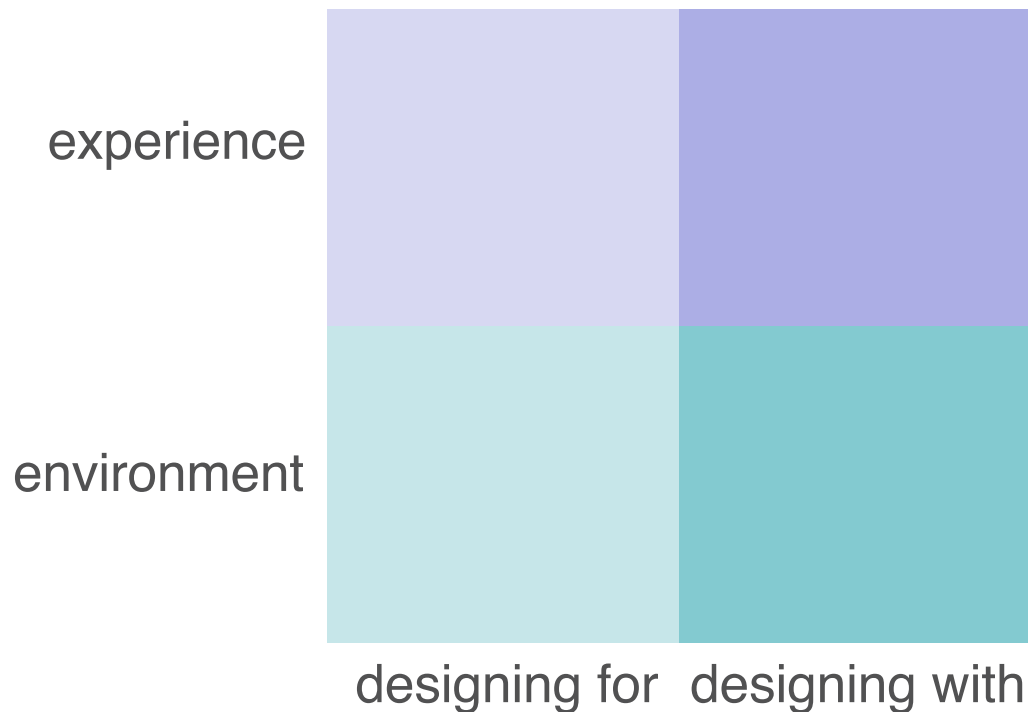


# From practice: Healthcare design and delivery



# From practice: Healthcare design and delivery

*“Repairing the ship while rehearsing the future”.*



# From education: A new design curriculum

DESIGN

“stuff”

story



# From education: A new design curriculum

DESIGN	“stuff”	story
PLAY	build	pretend

# From education: A new design curriculum

“stuff”

story



# From education: A new design curriculum



New tools



New toys

**Thank you**